

Media Information  
10 February 2017

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## **BMW Group sales achieve best-ever start to the year**

163,288 vehicles delivered worldwide, up 6.8%

BMW sales up 7.2%, totalling 143,553

MINI sales grow 3.7% to 19,563

BMW electrified models double sales in January

Sales growth achieved in all world regions

**Munich.** Following on from a sixth consecutive record-breaking year, sales at the BMW Group achieved their best-ever start to the year with January figures showing increased deliveries in all world regions. With its three premium brands, BMW, MINI and Rolls-Royce, the BMW Group delivered a total of 163,288 vehicles worldwide, an increase of 6.8% compared with January last year.

“We’ve started the year well, building on the success of 2016,” said Dr Ian Robertson, Member of the BMW AG Board of Management with responsibility for Sales and Marketing BMW. “We’re confident that the new models we’re bringing to market this year, especially the new generation BMW 5 Series which is about to arrive in dealerships, will ensure further momentum as the year goes on. We continue to focus on profitability and sustainable levels of growth distributed around the world,” he added.

Sales of **BMW** brand vehicles grew 7.2% compared with January last year; a total of 143,553 BMWs were delivered to customers around the world. Increased sales were achieved throughout the model range. For example, deliveries of the BMW X1 rose 40.2% (20,059); BMW 3 Series sales grew 6.3% (28,684) and the brand’s flagship BMW 7 Series achieved a 29.8% jump in sales, with 4,403 units handed over to customers around the world. Further momentum in BMW brand sales will come with the market launch of the all-new BMW 5 Series, which will start delivery from mid-February.

Meanwhile sales of BMW Group electrified vehicles continue to reflect the ongoing increase in customer demand for alternative drive vehicles: deliveries were up

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115.8% on the same month last year with 5,232 BMW i and BMW iPerformance vehicles handed over to customers in January. Sales of electrified BMW Group models are set to increase still further in 2017 with the introduction of the BMW 530e iPerformance in March and the MINI Cooper S E Countryman ALL4 plug-in hybrid in June.

**MINI** also achieved increased sales in January: with a total of 19,563 delivered to customers around the world, sales were up 3.7% compared with the same month last year. The MINI Cabrio (1,517 / +690.1%) and the MINI Clubman (3,693 / +60.5%) were the brand's main growth drivers. With the market launch of the MINI Countryman being rolled out from February, sales at MINI are set for continuing growth in 2017.

Following record sales of more than a million vehicles in 2016, January deliveries of BMW and MINI in **Europe** were up 3.5% (63,915). While almost all markets registered growth, the BMW Group's home market, Germany, saw registrations increase 17.2% (20,034). Sales in the UK, the region's second largest market, grew 4.9% (9,921) and deliveries in France rose by 5.4% (5,556).

Sales of BMW and MINI vehicles in **Asia** achieved double-digit growth with 66,719 vehicles delivered to customers (+12.1%). Sales in the region's largest market, Mainland China, topped the 50,000 mark for the first time in a single month, with deliveries totalling 51,345, an increase of 18.2%.

Overall BMW and MINI sales in the **Americas** were stable with a 1.0% increase compared to the same month last year (26,940). In the USA, a total of 21,219 vehicles were delivered to customers (-0.5%) while Canada grew sales by 2.5% (2,337).

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**BMW Motorrad** also had a good start to the year with a total of 7,503 motorcycles and maxi-scooters delivered to customers, an increase of 0.2% on the same month last year.

**BMW Group sales in January 2017 at a glance**

	In January 2016	Compared with previous year
<b>BMW Group Automotive</b>	163,288	+6.8%
<b>BMW</b>	143,553	+7.2%
<b>MINI</b>	19,563	+3.7%
<b>BMW Motorrad</b>	7,503	+0.2%

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**The BMW Group**

With its three brands BMW, MINI and Rolls-Royce, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. As a global company, the BMW Group operates 31 production and assembly facilities in 14 countries and has a global sales network in more than 140 countries.

In 2016, the BMW Group sold approximately 2.367 million cars and 145,000 motorcycles worldwide. The profit before tax for the financial year 2015 was approximately € 9.22 billion on revenues amounting to € 92.18 billion. As of 31 December 2015, the BMW Group had a workforce of 122,244 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.



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